



John B. Greenberg

Advertising, Promotions & Social Media Practice Group
Leader

jgreenberg@lewisrice.com

St. Louis, MO / (314) 444-7682

John Greenberg guides clients through complex legal issues at the intersection of advertising, intellectual property, technology, and business litigation.

John serves as Practice Group Leader for the Advertising, Promotions & Social Media practice group. John represents corporate clients in commercial transactions and litigation involving intellectual property, advertising, information technology, antitrust, and real estate matters.

John regularly advises clients on matters pertaining to the protection of trademarks, copyrights, and trade secrets; advertising; defamation; online privacy and other Internet-related matters; publicity rights; other technology software development and licensing; and antitrust. He has also served as lead counsel in numerous intellectual property, advertising, real estate, and other business disputes.

John's peers have selected him for inclusion in *Best Lawyers*® 2016-2026 and is AV® Preeminent™ Peer Review Rated by Martindale-Hubbell.

Representative Cases

- Successful defense of a false advertising action brought to shut down a trade organization's "board certification program."
- Successful prosecution of an injunction action brought by a national software company to stop a third party from using and licensing a knockoff of its copyrighted software.
- Successful prosecution of an injunction action brought by a national restaurant franchisor to preclude a terminated franchisee from continuing to use its trademarks.
- Successful prosecution of a false advertising action that sought to prevent an online publication business from continuing to conduct a promotional campaign.
- Successful defense of a trademark infringement action that sought to block a major licorice manufacturer from continuing to market its only product.
- Successful defense of an action by a licensee of a major collegiate organization that alleged the organization had wrongfully failed to stop a competitor of the licensee from using the organization's trademarks.
- Successful defense of a trade secret misappropriation action that alleged a real estate

Services

- Advertising, Promotions & Social Media
- Intellectual Property
- Information Technology
- Data Protection
- Antitrust
- Complex Litigation
- Title Insurance Litigation
- Sports Law

developer had constructed part of a commercial mall using the plaintiff's proprietary designs.

- Successful defense of a false advertising action that sought to block the nationwide launch of a paint product into the marketplace.

Education

- Washington University in St. Louis School of Law (J.D.)
 - *Washington University Law Quarterly*, member
- Northwestern University (B.J.)
 - Journalism

Legal Background

- The Stolar Partnership LLC

Professional Affiliations

- American Bar Association, Antitrust, Intellectual Property, and Litigation Committees
- Chair, Advertising Law Committee, Bar Association of Metropolitan St. Louis
- Illinois State Bar Association
- Member, Regional Disciplinary Committee (appointed by Missouri Supreme Court)

Admissions

- Missouri Bar
- Illinois Bar

Charitable & Civic Involvement

- Board member, Jewish Federation of St. Louis
- Advisory Board member and past President, St. Louis Jewish Light
- Past President, Central Agency for Jewish Education